



**ULTIMATE SPIRITS CHALLENGE**  
KNOW THE SCORE



## **ULTIMATE SPIRITS CHALLENGE 2012 ANNOUNCES BEST GIN, VODKA, RUM, TEQUILA AND MORE**

### ***2012 Chairman's Trophy Winners and Full Results Announced Today***



**New York, NY (March 15, 2012)** – The annual **Ultimate Spirits Challenge** (USC) was held at Astor Center in New York City on March 5-9, 2012. **Ultimate Beverage Challenge LLC**, the sponsoring company, proudly announces the top spirits in more than 30 categories. USC began with a record number of contestants as more than 650 spirits were entered (up 15% from 2011) from more than 70 companies and 30 countries around the world.

Led by Ultimate Beverage Challenge (UBC) Founder and Judging Chairman **F. Paul Pacult** and Judging Co-Chairman **Sean Ludford**, fourteen of the world's foremost distilled spirits authorities, including award-winning authors, spirits buyers, journalists, educators, bar owners and consultants rated the world's finest distillates on USC's innovative multilevel system, rendering the most unassailable results in the industry. This remarkable super-group of experts named **31 Ultimate Spirits Challenge Chairman's Trophy winners** and **more than 80 Finalists**.

Said UBC Founder F. Paul Pacult, "Since we started Ultimate Spirits Challenge we have seen double digit growth in number of entries each year. Whether a product receives a Chairman's Trophy Winner, a Finalist or a regular score, USC entrants are able to use their credible scores and insightful tasting notes to market and sell their products to bars, retailers and ultimately the consumer. USC is in the business of helping spirits companies achieve their sales goals, not by pandering to false aspirations but by telling the truth. With USC, you know the score."

Judges for USC 2012 were: Chairman *F. Paul Pacult*, Co-Chairman *Sean Ludford*, *Jacques Bezuidenhout*, *Tad Carducci*, *James Conley*, *Dale DeGroff*, *Doug Frost*, *MS*, *MW*, *Jim Meehan*, *Steve Olson*, *Julie Reiner*, *Jack Robertiello*, *Andy Seymour*, *Marcos Tello* and *David Wondrich*.

For a complete list of results go to [www.ultimate-beverage.com/usc2012results/](http://www.ultimate-beverage.com/usc2012results/)

For downloadable images (hi/lo res) go to [www.ultimate-beverage.com/2012USCpics](http://www.ultimate-beverage.com/2012USCpics)

## **2012 ULTIMATE SPIRITS CHALLENGE CHAIRMAN'S TROPHY WINNERS**

### **VODKA - UNFLAVORED**

Fuzzy's Ultra Premium

### **VODKA - FLAVORED**

BAK's Bison Grass Zubrowka

### **GIN**

Plymouth

### **GENEVER**

Bols Barrel Aged

### **TEQUILA – 100% AGAVE**

**BLANCO:** Milagro Select Barrel Reserve Silver

**REPOSADO:** Ambhar

**ANEJO:** Siete Leguas

**EXTRA ANEJO:** Jose Cuervo Reserva de la Familia

### **MEZCAL**

Del Maguey Vida Single Village

### **RUM**

Appleton Estate Reserve

### **RHUM AGRICOLE**

Rhum J.M. White

### **CACHACA**

INOX Original

### **WHISK(E)Y – NORTH AMERICA**

**AMERICAN WHISKEY:** Balcones "1" Texas Single Malt

**BOURBON:** Blanton's Single Barrel

**RYE:** Masterson's

**TENNESSEE WHISKEY:** George Dickel Barrel Select

### **WHISKEY - IRELAND**

**BLENDED:** Middleton Barry Crockett

**IRISH POT STILL WHISKEY:** Redbreast Cask Strength 12 Years Old

**SINGLE MALT:** Bushmills 16 Years Old

## **WHISKY - SCOTLAND**

**BLENDED MALT:** Johnnie Walker Green Label

**BLENDED:** Buchanan's Special Reserve 18 Years Old

**SINGLE MALT:** Caol Ila 12 Years Old

## **WHISKY - CANADA**

Caribou Crossing Single Barrel

## **WHISKY - WORLD**

Japan: Yamazaki Single Malt 18 Years Old

## **BRANDY**

**ARMAGNAC:** Delord 1978

**CALVADOS:** Calvados Drouin 25 Years Old

**COGNAC:** Frapin Château Fontpinot XO

**GRAPPA:** Jacopo Poli Sarpa Barrique

**PISCO:** Pisco Porton

## **LIQUEUR**

Green Chartreuse

## **APERITIF**

Lise Baccara Troussepinete Red

### **Ultimate Spirits Challenge...like no other competition and doesn't want to be**

UBC's next 2012 Challenges:

- **Ultimate Wine Challenge**, April 23-27, 2012. Click [here](#) for more information.
- **Ultimate Cocktail Challenge**, consisting of *Classic Cocktail Challenge* and *Signature Cocktail Challenge*, June 4-8, 2012. Click [here](#) for more information.

## **ABOUT ULTIMATE BEVERAGE CHALLENGE**

Ultimate Beverage Challenge (UBC) provides expert evaluation of wines and spirits for producers, importers and marketers through its three innovative annual competitions – *Ultimate Spirits Challenge*, *Ultimate Wine Challenge* and *Ultimate Cocktail Challenge*. Based on exacting standards, expert judges and rigorous methodology, UBC raises the standards of spirits and wine evaluation and supplies ratings and accolades to help companies build their brands with buyers, both industry and consumer. UBC was founded by F. Paul Pacult, Sue Woodley and David Talbot. Challenge and event photos, videos and press coverage can be found at [www.ultimate-beverage.com](http://www.ultimate-beverage.com).

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**YouTube:** [www.youtube.com/user/ultimatebeverage](http://www.youtube.com/user/ultimatebeverage)

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